LEO BURNETT COMPANY, *Inc.*
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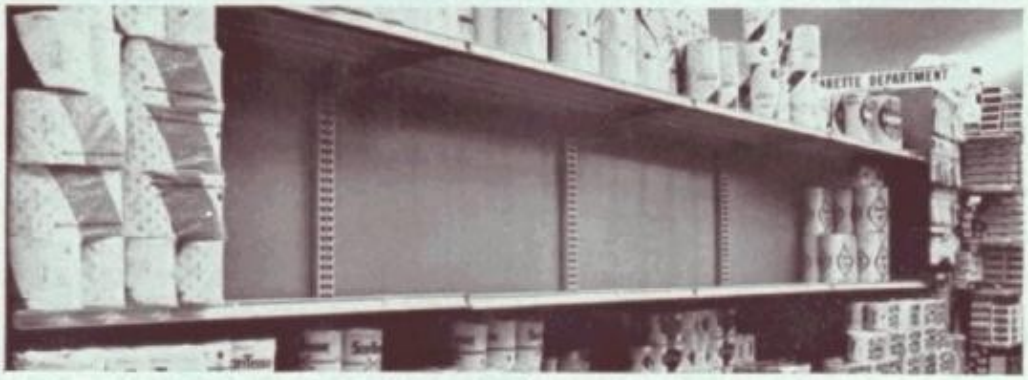
Cigarette Out-Of-Stocks Cost You More Than Any Other Item in the Store



18 inches of cigarette out-of-stock space can cost you more than 18 feet of paper products.

50 cartons of cigarettes stacked in five rows, five cartons high, double depth occupies 18 inches of shelf space. Yet, if this *18 inches* is out-of-stock, it could mean a potential retail sales loss of $170.00 a week. This is especially true of the Philip Morris brands which are the fastest-growing brands in the U.S. today.

468 units of paper products would occupy 18 feet of shelf space. If these 18 feet were out-of-stock of paper products that sold for 29¢ a unit, your potential weekly sales loss could be $135.72.

Don't risk an out-of-stock loss. Develop and maintain correct ordering procedures to reduce the chances of losing sales. To assist you, contact your Philip Morris Representative and ask for a copy of "Cigarette Inventory and Ordering Guide."

Philip Morris U.S.A.

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